

### IN THE CLAIMS

Please change the claims to read as shown below. Because all of the original claims were cancelled a comparison of the new claim to the old claims was not included.

Change to:

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1 - 91. (cancelled)

92. (new) A data processing system for identifying the value and risk associated with one or more tangible elements of value or intangible elements of value of a business, comprising:

- (a) processing means for processing data;
- (b) storage means for storing data;
- (c) first means for obtaining data related to the value of the business, the business having one or more tangible elements of value and intangible elements of value contributing to the value of the business, and the value of the business including a current operation category of value, a real option category of value and a market sentiment category of value;
- (d) second means for calculating, for each one of the tangible elements of value and intangible elements of value, a tangible measure characterizing the impact of the element of value, second means including means for calculating performance indicators and combining variables, performance indicators and combinations of variables and indicators to calculate the measure,
- (e) third means for calculating the value of the current operation, real option and market sentiment categories of the value of the business,
- (f) fourth means for using the tangible measures to determine, for each one of the elements of value, a percentage of the current operation category contributed by the element of value, a percentage of the real option category contributed by the element of value and a percentage of the market sentiment category contributed by the element of value,
- (g) fifth means for calculating a value for each of the elements of value based on the current operation, real option and market sentiment categories of value of the business and the percentages of the current operation, real option and market sentiment contributed by the elements of value;
- (h) sixth means for quantifying risks facing the business,

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- (i) seventh means for relating said risks to the tangible elements of value and intangible elements of value,
- (j) eighth means for quantifying the business impact of said risks using the previously identified relationship between the elements of value and the categories of business value, and
- (k) ninth means for displaying the values and quantified risk impacts by element.

93. (new) A data processing system as claimed in claim 92, where the risks quantified by the sixth means are generic risks, contingent liabilities and combinations thereof.

94. (new) A data processing system as claimed in claim 92, wherein said seventh means further comprises:

- (a) identifying the one or more tangible indicators included in the measures associated with each element of value that are affected by each risk.

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95. (new) A data processing system as claimed in claim 92, wherein said eighth means further comprises:

- (a) quantifying the change in the measure caused by the change in the one or more tangible indicators included in each element of value measure, and
- (b) using the established relationships between element measures and the categories of value to quantify the business impact by element of value.

96. (new) A data processing system as claimed in claim 92, wherein said ninth means further comprises a paper document, electronic display or combination thereof.

97. (new) A data processing system as claimed in claim 92 further comprising:

- (l) means for identifying the optimal risk transfer purchase for the business.

98. (new) Measures of external factor impact on organization financial performance that are derived from tangible indicators of external factor performance and support the development of useful organization performance management information.

99. (new) The measures of claim 98 that are confirmable.

100. (new) The measures of claim 98 that are selected from the group consisting of causal market value factors, composite factors, vectors and combinations thereof.

101. (new) The measures of claim 100 where composite variables are equations that combine one or more market value factors, logical combinations of market value factors and combinations thereof.

102. (new) The measures of claim 98 where the external factors are selected from the group consisting of enterprise earnings versus expectations, commodity prices, inflation rate, growth in gross domestic product, volatility, volatility vs. industry average volatility, interest rates, insider trading direction, insider trading levels, consumer confidence, the unemployment rate and combinations thereof.

103. (new) The measures of claim 98 that quantify net external factor impact on one or more aspects of organization financial performance.

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104. (new) The concrete measures of claim 103 where the one or more aspects of organization financial performance are selected from the group consisting of revenue, expense, capital change, current operation value, real option value, market sentiment value and business value.

105. (new) The measures of claim 98 where the organization performance management information is selected from the group consisting of external factor contributions, external factor valuations, lists of changes that will optimize one more aspects of organization financial performance, management reports and combinations thereof.

106. (new) The measures of claim 98 where the tangible indicators of external factor performance are selected from the group consisting of composite factors, ratios, trends, averages, time lagged transaction ratios, time lagged trends, time lagged averages, time lagged data, patterns, geospatial measures, relative strength rankings, link counts, frequencies, time periods, average time periods, cumulative time periods, rolling average time periods, cumulative total values, period to period rates of change and combinations thereof.

107. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a risk method, comprising:

integrating organization related data using a common xml schema,  
quantifying organization risk by element of value using at least a portion of the data,  
and  
displaying the quantified risks using a paper document or electronic display.

108. (new) The computer readable medium of claim 107 where the method further comprises:

calculating the amount of capital available for risk reduction purchases,  
identifying the optimal mix of risk reduction products and risk reduction activities given the quantified risks and available capital, and  
displaying the optimal mix using a paper document or electronic display.

109. (new) The computer readable medium of claim 108 where the method further comprises:

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implementing the optimal mix of risk reduction products and risk reduction activities in an automated fashion.

110. (new) The computer readable medium of claim 107 where organization related data is obtained from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems, the Internet, external databases, user input and combinations thereof.

111. (new) The computer readable medium of claim 107 wherein the organization comprises an enterprise, a multi-enterprise organization or a value chain.

111. (new) The computer readable medium of claim 107 wherein the organization comprises an enterprise, a multi-enterprise organization or a value chain.

112. (new) The computer readable medium of claim 1111 wherein an enterprise comprises a single product, a group of products, a division or a company.

113. (new) The computer readable medium of claim 107 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

114. (new) The computer readable medium of claim 107 where the risks are from the group consisting of fire risks, earthquake risks, flood risks, weather risks, contingent liabilities and combinations thereof.

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115. (new) The computer readable medium of claim 107 wherein the risks are quantified under scenarios from the group consisting of normal, extreme and combinations thereof.

116. (new) The computer readable medium of claim 107 where quantifying risks by element of value further comprises:

identifying tangible measures for each element of value that incorporate one or more tangible indicators of element impact,

quantifying the relationship between elements of value and the categories of value using said tangible measures,

quantifying organization risks,

identifying the one or more tangible indicators included in the measures associated with each element of value that are affected by each risk,

quantifying the change in the measure caused by the risk induced change in the one or more tangible indicators included in each element of value measure, and

using the established relationships between element measures and the categories of value to quantify the business impact by element of value.

117. (new) The computer readable medium of claim 107 wherein the quantified risks by element of value are further identified by category of value where the categories of value are current operation, real options and market sentiment.

118. (new) The computer readable medium of claim 108 where the risk transfer products are insurance or derivatives.

119. (new) The computer readable medium of claim 108 where the optimal mix is determined using a multi-criteria optimization for a combined normal and extreme scenario.

120. (new) The computer readable medium of claim 109 where implementing the optimal mix of risk reduction products and risk reduction activities further comprises:

completing the purchase of risk transfer products in an automated fashion, and  
identifying changes in operating limits by organization system, and  
communicating the changes in operating limits to organization systems.

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121. (new) The computer readable medium of claim 120 where organization systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems and purchasing systems and combinations thereof.

122. (new) A computer system that develops tangible measures of element of value impact on aspects of organization financial performance using aggregated organization related data and uses the measures to create tools for financial performance management.

123. (new) The system of claim 122 wherein the organization comprises a single product, a group of products, a division or a company, a multi-enterprise organization or a value chain.

124. (new) The system of claim 122 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, real option value, market value and combinations thereof.

125. (new) The system of claim 122 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

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126. (new) The system of claim 122 where the tools for financial performance management are selected from the group consisting of a network model that quantifies net element impact on organization value, a network model that quantifies net element impact on organization revenue, a network model that quantifies net element impact on organization expense, a network model that quantifies net element impact on organization capital change, a model that quantifies net element impact on organization real option value, a network model that quantifies net element impact on organization market sentiment, a simulation model that quantifies the impact of risks on organization value by element of value, a simulation model that quantifies the impact of risks on organization revenue by element of value, a simulation model that quantifies the impact of risks on organization expense by element of value, a simulation model that quantifies the impact of risks on organization capital change by element of value, a simulation model that quantifies the impact of risks on organization real options by element of value a simulation model that quantifies the impact of risks on organization market sentiment value by element of value and combinations thereof.

127. (new) The system of claim 126 where the models support activities from the group consisting of optimization of one or more aspects of organization financial performance, financial simulations, element valuations, risk quantification, management reporting and combinations thereof.

128. (new) The system of claim 126 where the models are developed in an automated fashion.

129. (new) The system of claim 126 where the risks are from the group consisting of fire risks, earthquake risks, flood risks, weather risks, contingent liabilities and combinations thereof.

130. (new) The system of claim 126 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

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131. (new) The system of claim 122 where the element of value impact on aspects of organization financial performance is the direct impact on an aspect of financial performance net of any impact on other elements of value.

132. (new) The system of claim 122 that further comprises networked computers each with a processor having circuitry to execute instructions where each processor has a storage device that is available to it and each storage device has sequences of instructions stored therein which when executed cause the processors to complete the required processing.

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